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Boycott of Autology

by the

Chicago Medical Society
and the
American Medical
Association

Autology is not sectarian as Truth, Sciences and Reason are not sectarian. Only sectarian beliefs can be corralled by sects, clans and professions; fundamental truths—never

'T is only a sectarian belief in this case of the doctors that the people are not yet ripe for the truths and sense of AUTOLOGY

Medicine dies hard—but it 's dying just the same. For AUTOLOGY teaches and practises Truth, Fact and Reason

ANNA STAMM MORAS

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E. R. MORAS, M. D.,
Highland Park, Ill.

Graduate of Harvard University Medical School '88; of College of Physicians and Surgeons (Chicago) '89; Formerly House Physician and Surgeon in Cook County Hospital (Chicago), Professor of Obstetrics, College of Physicians and Surgeons (Chicago).

THE BOYCOTT OF AUTOLOGY

As Engineered By

The Chicago Medical Society and
The American Medical Association

With an Introductory Preachment
HOW TO KEEP WELL
By Elbert Hubbard

BY ANNA STAMM MORAS
HIGHLAND PARK, ILLINOIS

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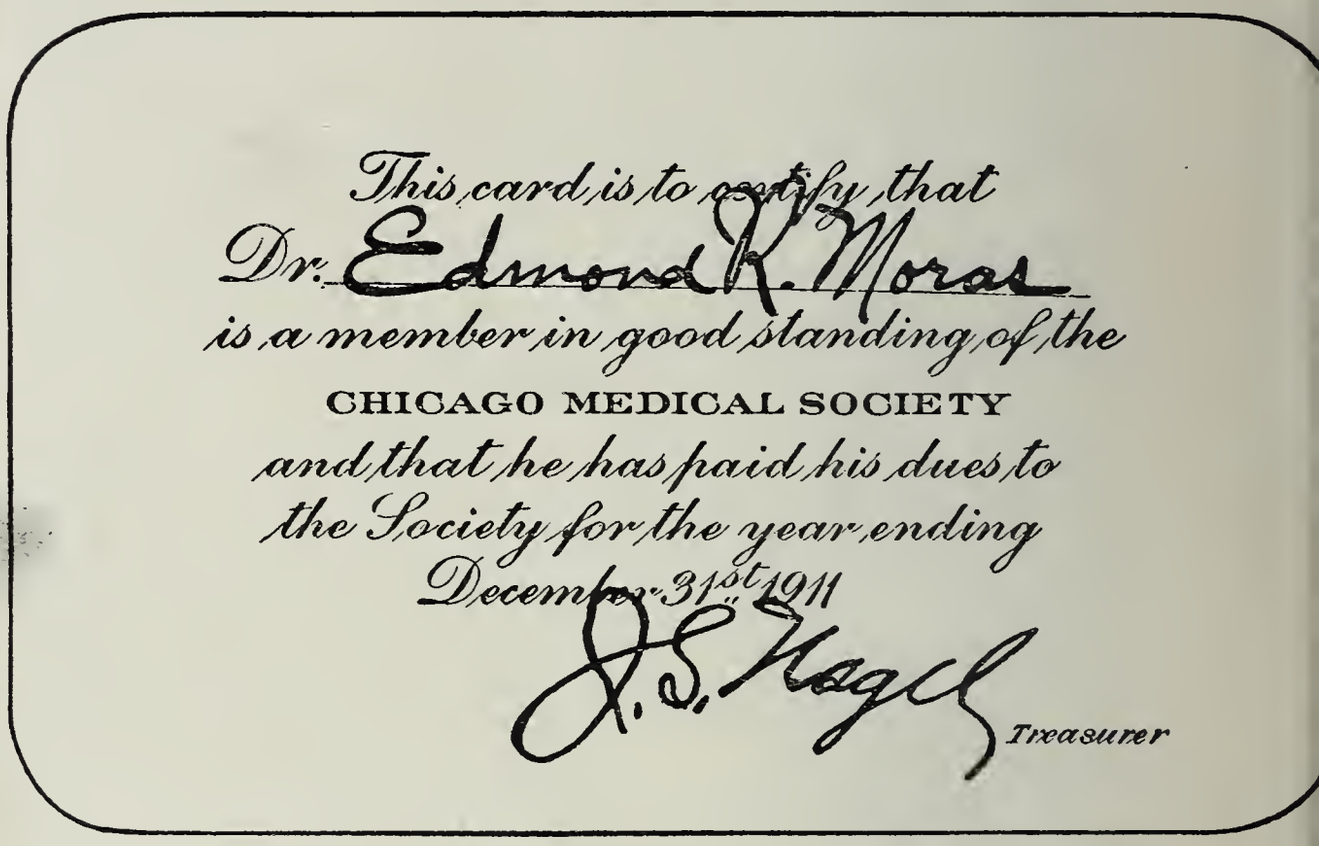
We have assisted in multiplying diseases; we have done more—we have increased their mortality.—*Doctor Rush.*


This card is to certify that
Dr. Edmond R. Moras
is a member in good standing of the
CHICAGO MEDICAL SOCIETY
and that he has paid his dues to
the Society for the year ending
December 31st 1911
J. S. Hagell
Treasurer

Dr. Moras has written a Commonsense Book on Autology, and by so doing, placed the Standard of the Creed of Health further to the front than any other man who has lived for a thousand years.—*Elbert Hubbard.*

HOW TO KEEP WELL

Y father has practised medicine for seventy years, and is still practising.

¶ I, also, have studied the so-called science of medicine.

I am fifty-six years old; my father is ninety-one.

We live neighbors and daily ride horseback together or tramp through the fields and woods. Today we did our little jaunt of five miles and back across country.

¶ I have never been ill a day—never consulted a physician in a professional way, and, in fact, never missed a meal except through inability of access.

The Doctor and I are not fully agreed on all of life's themes, so existence for us never resolves itself into a dull neutral gray.

He is a Baptist and I am a Vegetarian—most of the time.

Occasionally he refers to me as "callow," and we have daily resorts to logic to prove prejudice, and history is searched to bolster the preconceived; but on the following important points we stand together, solid as one man:

First, ninety-nine people out of a hundred who go to a physician have no organic disease, but are merely suffering from some functional disorder,

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caused in most cases by their own indiscretion. ¶ Second, individuals who have organic diseases nine times out of ten are suffering from the accumulated evil effects of medication.

Third, most diseases are the result of medication which has been prescribed to relieve and quiet a beneficent and warning symptom on the part of Nature ❧ ❧

Much of the work of doctors in the past has been to prescribe for symptoms—the difference between actual disease and a symptom being something that the average man does not even yet know.

And the curious part is that on these points all physicians, among themselves, are fully agreed, what I say here being merely truism, triteness and commonplace ❧ ❧

Last week, in talking with an eminent surgeon, he said, " I have performed more than a thousand operations of laparotomy, and my records show that in every instance, except in cases of wounds, the individual was given to what you call the ' Beecham Habit.' "

The people you see waiting in the lobbies of doctors' offices are, in a vast majority of cases, suffering through poisoning caused by an excess of food. Coupled with this goes the bad results of imperfect breathing, irregular sleep, lack of exercise, and improper use of stimulants, or the thought of fear, jealousy and hate.

All of these things, or any one of them, will, in very many persons, cause fever, chills, cold feet, congestion and faulty elimination.

To administer drugs to a man suffering from malnutrition caused by a desire to " get even," and a lack of fresh air, is simply to compound his troubles, shuffle his maladies, and get him ripe for the ether-cone and scalpel.

Nature is forever trying to keep people well, and most so-called " disease " (which word means merely lack of ease) is self-limiting, and tends to cure itself.

If you have appetite, do not eat too much.

If you have no appetite, do not eat at all.

Be moderate in the use of all things, save fresh air and sunshine.

The one theme of Ecclesiastes is moderation.

Buddha wrote it down that the greatest word in any language is " equanimity."

William Morris said that the finest blessing of life was systematic, useful work.

Saint Paul declared that the greatest thing in life was love.

Moderation, equanimity, work and love—you need no other physician.

In so stating I lay down a propositon agreed to by my friend Dr. Moras, which was expressed by Hippocrates, the father of medicine, and then repeated in better phrase by Epictetus, the slave, to

his pupil, the great Roman Emperor, Marcus Aurelius, and which has been known to the few thinking men and women since: Moderation, equanimity, work and love!

Of all modern physicians, no one, in my opinion, has done more for humanity than Dr. Edmond R. Moras.

He is a commonsense doctor—he is a teacher—and his business is to show you how to get along without him.

I think I have taught Dr. Moras a few things—and I know that he has taught me many.

—*Elbert Hubbard.*

STORY OF THE BOYCOTT

Letter from
DR. HENRY F. LEWIS, Chairman,
To DR. MORAS

My Dear Moras: Perhaps you know that I am the chairman of the Ethical Relations Committee of the Chicago Medical Society. Several persons have made representations to our committee in regard to your advertisements, and I do not believe that the committee can ignore the protests.

My remembrance of our old-time friendship and former pleasant and intimate relations in the medical school and hospital prompts me to write to you, asking that you see me soon in regard to this matter. I hope that we may have a friendly talk which will be beneficial to both of us.

My office is in the Heyworth Building, 42 Madison St., Room 1404, and hours 1 to 3 P. M. I should be very glad to have you do me the honor and pleasure of a visit at your very earliest convenience.

Yours Fraternally,

Henry F. Lewis.

Dr. Edmond R. Moras,
Highland Park, Ill.,
Chicago, Feb. 19, 1911.

Letter from The Secretary of
CHICAGO MEDICAL SOCIETY
To DR. MORAS

MY Dear Doctor: Herewith, on behalf of the Chicago Medical Society, you are cordially invited to meet the Ethical Relations Committee of said Society, March 24, 1911, at the Secretary's Office, 87 Lake Street, at 4 o'clock, to answer charges of unethical conduct for advertising in the *Strand* Magazine and other publications and by pamphlets, leaflets and booklets to the general public, your own methods of treatment.

Should you desire any further information in regard to this, kindly inquire of the chairman of said committee, Dr. Henry F. Lewis, 42 E. Madison Street, Chicago.

Very truly yours,

Geo. F. Suker

Secretary.

Dr. Edmond R. Moras,
Highland Park, Ill.,
Chicago, Ill., March 14, 1911.
S-L.
R. S. V. P.

DR. MORAS' Reply
To DR. HENRY F. LEWIS
Chairman of the Ethical Relations Committee
of the Chicago Medical Society

DEAR Dr. Lewis: Surely it was a pleasure to read your friendly letter of the 19th ult., in which you say: "Several persons have made representations to our committee in regard to your advertisements, and I do not believe that the committee can ignore the protests. My remembrance of our old-time friendship and former pleasant and intimate relations in the medical school and hospital prompts me to write to you asking that you see me soon in regard to this matter."

It brought to mind our Harvard and Cook County Hospital days. Perhaps you will remember one particular incident: We were dissecting at the same table, when some "chappie" stepped up and prefaced a little story he meant to relate by saying, "It's rather nasty, you know, would n't be ethical before ladies," when you befittingly remarked, "We are gentlemen, sir!"

This is the Henry F. Lewis I know. If, as Chairman of the Ethical Relations Committee of the Chicago Medical Society, you are the same Henry F. Lewis, I should indeed be glad to have you and your committee do me the honor of a visit, if you

like. Your letter, and the one recently received from the Society, make it apparent that as Chairman of the Ethical Relations Committee you and the Chicago Medical Society still refuse professionally and publicly to approve of *Autology*. Nevertheless, *Autology's* influence upon medical thought and writings and practises has become well marked. Why not acknowledge and adopt it for the public good? It certainly would be gentlemanly, patriotic and humanitarian.

Dr. Lewis, I 'm ashamed and always have been, and so have you, of " medical " ethics.

Years before publishing *Autology*, I tried long and hard to present its facts and truths to the Chicago Medical Society and to the medical profession, but to no avail. I shall not disgust you with a recital of the ungentlemanly methods employed by certain officers of our Society to thwart my efforts or to deny me the right or privilege of reading even " a paper." Why was I refused?

At one time I went so far as to write *Autology* for " regular " doctors only, and even had it printed. No use. Still, in the years since, hundreds and hundreds of progressive, honest, gentlemanly physicians, in Chicago and the world over, have purchased *Autology* and they swear and practise by it—as do also tens and tens of thousands of their patients. And, Dr. Lewis, you no doubt must know that our medical teachers and editors have

been getting their newest and best and most rational inspirations from *Autology* and are now actually adopting its principles and sense as their "textbook" in all matters pertaining to Health and Brains.

Realizing the foolishness of wasting my time, money and energy trying to force upon the medical profession knowledge which it was not yet fit to accept, or which it preferred to refuse, I rewrote *Autology* for the people. That was in 1905, and soon thereafter occurred that memorable day when the Chicago Medical Society and the American Medical Association boycotted the book (*Autology*) which was displayed in the window at the Southwest corner of State and Washington Streets, Chicago. That was a glorious day for *Autology*. It 's been on the American Medical Association boycott ever since—and yet it has over one-quarter million readers today, and will have a round million in about two more years. And don't lose sight of the fact that *Autology* is purchased chiefly by men and women of highest intellect, of highest integrity, of highest knowledge, in and out of the medical profession, and proclaimed by them as the peer of any work on the subject of Health, Disease and Commonsense.

Now, dear Dr. Lewis, what would you have me do? Resign? That would be acting a lie. That 's not good ethics.

Bury *Autology*? That would be acting an infamy. That 's not ethical.

Expelled from the Chicago Medical Society? That might be ethical in the medical sense, as is every crime against the Ten Commandments.

However, the Society is privileged to move as it likes, and so am I, and I 'm prepared to move accordingly ❧ ❧

Mark well that the day must come when the physician will be in truth and fact " the first " citizen and " the first " public servant. In the words of our honored alumnus, Honorable Theodore Roosevelt, *those that prey upon the ignorance and vices of the people are no worse sloughing ulcers on the body politic than are those that refuse to actively encourage and support the people's servant.*

I live to acquire as much knowledge and sense and to disseminate them among as many millions of people as I possibly can in my lifetime. Elbert Hubbard and a multitude of our best brains proclaim that I have already " placed the Standard of the Creed of Health further to the front than any other man who has lived for a Thousand Years "—and Hubbard is a Rush College man, you know. *Consequently, Dr. Lewis, there is but one honorable, gentlemanly thing for me to do, and that is to keep right on minding my own business—which consists in legitimately helping as many millions*

of people to help themselves as I possibly can. ¶ *To advertise is human, humane and humanitarian.* It is a duty—*the normal instinct of every one who has Something Worthy of Advertising.* To thwart legitimate advertising is to retard evolution. Physicians and surgeons who do not advertise are *not* actuated by principles and ethics, but solely by the fact that they own or know nothing worthy of advertising. Even a Koch could n't resist the impulse when he thought he had—and yet all he really had was Rot, as you know

Therefore, impelled by duty, business and "the pursuit of happiness," I will keep right on minding and advertising *Autology;* and, incidentally, will avail myself of all my privileges and rights.

Mrs. Moras is Heart, Hand and Brain with me. So that, when we leave this world, we will go knowing we are leaving Something for the privilege of having lived.

Sincerely your friend,

E. R. Moras.

Dr. Henry F. Lewis,
42 Madison St., Chicago, Ill.
March 20, 1911.

DR. LEWIS' Reply

To DR. MORAS

My Dear Dr. Moras: Yours in relation to your case and discussing the subject of advertising has been read with much interest. It is, to my mind, immaterial whether one agrees with you or not. The question seems to be whether one is willing to abide by the rules of a society to which he belongs. If not, I think he should resign. The question is not upon the right or wrong of advertising. The rules of the Chicago Medical Society forbid its members to advertise. The rule may be foolish. If so, it should be abolished. Meantime, all members should abide by the rules as long as they remain members.

Personally, I think you ought to resign.

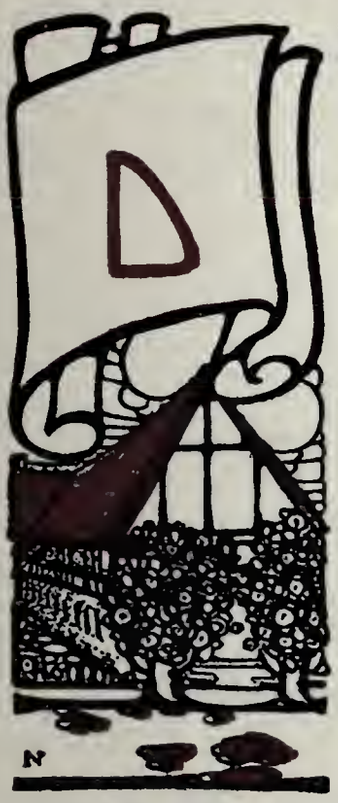
Officially, I am compelled to ask you to meet the Ethical Relations Committee on Thursday, April 6, 1911, at 4.00 P. M., at the rooms of the Chicago Medical Society, 87 Lake St., to answer to the charges of unethical conduct brought against you.

Yours sincerely,

Henry F. Lewis.

April 1, 1911.

MEDICAL ETHICS



R. LEWIS MEANS WELL — but this medical ethics atmosphere warps a man's judgment; it even makes the best and the ablest doctors and surgeons lose all sense of the ludicrous, and utter such remarks as "the operation was eminently successful, but the patient died," and "the eminent physicians agreed that the treatment would have cured the patient if he could have stood it longer." The really ethical doctors murder the Commandments so habitually that, together with their loss of moral sense, goes their commonsense.

Dr. Lewis, as Chairman of the Ethical Relations Committee, writes in his letter: " The question is not upon the right or wrong of advertising. The rules of the Chicago Medical Society forbid its members to advertise. The rule may be foolish. If so, it should be abolished." That the rule is foolish, all decent doctors and people know.

Moreover, that the rule is fractured in every indecent way by the Chicago Medical Society's most ethical members, nearly all doctors and newspapers know.

That the rules of the Chicago Medical Society foster and place a premium on cheap, sneaky

and disreputable methods of advertising, all advertising men know.

That the rule is foolish and should be abolished is conceded.

Even banks advertise now.

Why? Because dishonesty has been largely eliminated. Eliminate rottenness from the members of the Chicago Medical Society and the ethical rule will slough away. But who is going to do the eliminating? Surely not he who resigns. Is any foolish rule ever abolished by resigning? Is dishonesty cured by resigning? No! All good things and all reforms are gained by fighting from within, as long as you 're in, and by fighting from without, as long as you 're out.

Was the Declaration of Independence consummated by resigning? Did we acquire Liberty in Belief, Worship, Speech and Print by " resigning "?

DR. RUSH has told us, " We have assisted in multiplying diseases; we have done more — we have increased their mortality."

And Elbert Hubbard tells us, " Doctors prey upon the moral and physical maladies of society; and to a large extent they excite, stir up, foment and bring about the ills they pretend to alleviate."

And the Editor of Hearst's newspapers also tells us: " At present it is a fact that the majority of the doctors are unfit to treat any kind of animal, and that the good doctors and the able doctors, from a mistaken sense of professional courtesy, conceal the ignorance and the almost criminal carelessness of the incompetent. If the worthless doctors could be eliminated, and the competent doctors kept busy and properly paid, it would be a great thing for the profession as well as for the public. There is no more hard-working, conscientious, learned, useful body of men, in the world, than the really able doctors. *And no body of men is more utterly worthless than fifty or seventy-five per cent of all the doctors.*"

Dr. Rush and Elbert Hubbard and Arthur Brisbane are numbered among the best friends the medical profession and the public ever had.

If the worthless doctors could be eliminated, *that alone* would keep the competent doctors busy and properly paid.

If the worthless doctors could be eliminated, *that would not only be a great thing for the public, but it would be the greatest thing for humanity.*

The worthless doctors are quite *eliminable*. Quite so. But *only by the public.*

The worthless doctors are fully as " ethical " as the good and the able doctors. In fact, the better and the abler the doctor, the more ethical *he thinks* he

has to be; else, the fifty or seventy-five per cent will boycott him out of practise; for the utterly worthless "not fit to treat any kind of animal" largely constitute and control the medical profession—represented and governed by the American Medical Association and the Chicago Medical Society.

THE FIRST BOYCOTT OF AUTOLOGY

SOME six years ago, *Autology* was exhibited at The Coliseum, Chicago, during The Business Men's Show. The display was unique and very attractive. Like all "messages for the people" it created bitter antagonism from the utterly worthless class.

Mr. Burke, then President of the Central Drug Company, became so impressed with *Autology* that he invited us to transfer the display to his store, corner State and Washington Streets, Chicago—which we did. To be candid, I warned him that the doctors in and out of the Reliance Building, where Dr. Moras had occupied offices for two years, would swoop down on him, because *Autology was for the public good.* Mr. Burke assured me that he would stand by *Autology* and that it would stay. Well—it lasted seven hours, seven short but glorious hours! Under the pressure brought to bear by the infuriated doctors upon Mr. Burke and upon the owners of the Reliance Building, the display of *Autology* was torn out of the window. That was some six years ago.

A day or two later, the Doctor received a very

affable invitation to confer with a specially appointed Committee of the Chicago Medical Society consisting of Drs. Favill, N. S. Davis, Jr., and Wilder. He met that committee in the Columbus Memorial Building. Their ultimatum was to quit advertising *Autology* to the public, or to resign —or they would put him out. Dr. Moras told them he would do neither. And he did n't. They did n't either. As proof thereof, I point to six years of constant advertising of *Autology* and to the fact that the Chicago Medical Society issued to the Doctor each year a membership card "in good standing," just as you see reproduced in this pamphlet.

* * * * * * * * *

SIX YEARS AFTER—1911

AND it came to pass, late in September, 1911, that the manager of the same Central Drug Company in the same Reliance Building, where Dr. Moras had formerly had offices for two years, invited us to again display *Autology* in the same window—which was done, beginning October 2, 1911.

Thousands have said it was a most attractive and educating display. Thanks to Mr. Dubois, the Chicago *Tribune* and the Chicago *Examiner*, *Autology* remained on display for three weeks. Only three weeks! For again the doctors resorted

to their former underhanded tactics—plus—and finally managed to intimidate the President of the Central Drug Company into doing what every businessman would brand as unfair, unjust, unprincipled, unparalleled, uncivilized; but strictly "ethical"—*rotten to the core.* The plea was, if *Autology* is allowed to get to the people, we, the doctors, are done for.

Just the same, *Autology* grows on *and on*, up *and up.* The day has dawned when reputable members of the Chicago Medical Society and of the American Medical Association and of all Medical Societies, and when practitioners and believers of the true Creed of Health are adopting, acknowledging, preaching and practising *Autology*. Thanks to the people. *They* educate the doctors and the healers.

¶ Dr. Moras is out of the Chicago Medical Society. He did not resign. He is out, shut out—because, *and only because,* we absolutely refused to take *Autology* away from the people.

OF all sad things to contemplate, the saddest is a bunch of eminently ethical doctors in meeting assembled and bowing asinine assent as the speaker sanctimoniously brays forth: "Know you, then, that the Ethics of Medicine are the Ethics of CHRIST Himself!!"

If you don't believe that these very words were

uttered by a most "prominent" medical man in the presence and with the approval of the most eminent medical lot, in a Public Library at that (Evanston, Chicago), see page 29, The Chicago "Medical Recorder," January 15, 1912.

Ever since ethical society pinioned Christ to a cross, that damning ethical slogan has enthralled the public and been used by demagogues to incite ethical associations into committing unspeakable horrors in the name of Religion and of Science.

¶ The inhuman atrocities of the Crusades, of the Reformation, of the Spanish Inquisition, of the French Revolution, of the Days of New England Witchcraft, will pale into insignificance before the inhuman atrocities to be perpetrated upon the public if the proposed National Bureau of Health should ever come to pass into the hands of those self-deluded, self Christ-tagged ethico-medics who are wrenching their every sinew overreaching to clutch the people's Throat and Purse.

THE Greatest Work that one can do for another is to Help Him Help Himself. That 's what Moses did. That 's what Christ did. That 's what Luther did. That 's what Lincoln did. That 's what Jane Addams, Elbert Hubbard and Booker T. Washington are doing.

That 's what Dr. Moras in *"Autology" has done, is doing and will continue to do.*

HOW ABOUT IT?

I HAVE just been informed that the editorial staff of a magazine had cross-examined some of Chicago's leading physicians and surgeons about Dr. Moras' standing in the medical profession. They would not divulge the names; but having been connected with such men as Charles Warrington Earle, Fenger, Murphy, Quine, etc., and having been colleague in Cook County Hospital of Professors James B. Herrick, Ludwig Hektoen, George H. Weaver, etc., I can pretty well surmise :

The consensus of opinion among the physicians and surgeons who have known Dr. Moras personally since his coming to Chicago in 1888 is that he has a most enviable reputation, that his ethical and professional record is second to none.

They assert also that *Autology* is all that one can bespeak for it and is fully appreciated by physicians who have read the work.

But, the doctors plead, we can not establish a precedent in contravention of our ethical rule which forbids advertising to the laity. If we did, every Tom, Dick and Harry in the Society would let loose. To which I make reply : they would not—they know and have nothing worth advertising to

the people, barring drugs and bugs and scalpels. The ethical rule in question was not enacted and is not enforced to prevent the advertising of anything which promises to boost the business or money-making scheme of the regular doctors.

Every fair-minded person will agree to that, the instant their attention is called to the history of tuberculin, anti-toxin and salvarsan ("606"), and to the history of operations for the removal of the ovaries when that was in vogue, and of the appendix, which is still in vogue, but which won't be very much longer; for that is one of the splotches on the escutcheon of science and civilization which *Autology* is scraping off. But, assuming that what they claim is so, then I ask, why did they not excommunicate Dr. Moras six years ago at the time of the first boycott, or at least during the intervening six years?

If all they wanted was to enforce the ethical rule forbidding members to advertise, then I ask again, having excommunicated the Doctor for refusing to discontinue offering *Autology* to the laity, why did they not go about their own business? Did not the act of excommunication appease their ethical ruling? Evidently not, although they would have you believe that the enfringement of the rule alone, *and not "Autology,"* had been the bone of contention or the *bete-noir.*

To prove that they are not sincere nor truthful in

this, I ask you, having excommunicated the Doctor in April, 1911, why, in October and November of the same year, should they have resorted to every hook and crook to compel the Reliance Building and the Central Drug Company to tear out the display of *Autology?*

If all they wanted was to appease the rule against advertising to the laity, why then did they swoop down into the Central Drug Company's Store—why did they appoint a committee to wait upon the Vice-President and Manager of the Reliance Building, and coerce him into forcing the Central Drug Company to throw out *Autology* six years ago, *instead of excommunicating Dr. Moras then?*

HERE are some facts true *to their very soul.* At the time of that first boycott, the then Vice-President and Manager of the Reliance Building asked Dr. Moras to confer with him. These were his words—

" You are all right—Doctor. I have known you intimately for years; but this matter with the Chicago Medical Society has been put up to me, and I am compelled to worst you in the deal—much against my sense of justice and respect, but I did want to tell you the reason why. It is a cold-blooded proposition of dollars with us. We get

Forty Thousand Dollars rental for the store below and we get Ninety Thousand Dollars rental for the eleven floors of doctors above. The Reliance Estate can not afford to sacrifice Ninety Thousand Dollars for the sake of Forty Thousand Dollars if there is any way to get out of it, and you are the way. On account of your *Autology* the doctors have served notice on me that either *Autology* must be thrown out of the Store, or they, to a man, will vacate every floor of the Building."

The Doctor had a contract duly executed from the Central Drug Company. He could have gone to court, as he was advised, and sued the Store, the Medical Society and the Reliance Building. Instead, he went to Mr. Burke and Mr. Von Herman of the Central Drug Company and merely said:

"Nonsense—forget the contract. Throw out *'Autology' and smile.*

"I am out thousands of dollars, but I have Mrs. Moras. Mrs. Moras and I will keep on sawing wood."

We have—I guess.

Having appeased their ethical rule against advertising *Autology* to the people by excommunicating the Doctor because he flatly refused to resign or compromise, why should they still persist in boycotting *Autology* high and low and up and down in the city of Chicago? I know full well that if we were to enter any other city, it would be the same story, but we are going to just the same.

They do their work in the dark of the night, and we do ours in the light of the day. God made the day and the light before He made the night and the dark.

Why will they not permit drugstores and other stores to exhibit *Autology* and to distribute *The Guide to Autology* to the people when they allow the same stores to display and advertise every Tom, Dick and Harry's nostrums? *You Know!*

Of course, I am proud of the unique distinction which they have bestowed upon the Doctor and *Autology*. It is now up to the people to say what they want us to do, and what they want the Medical Profession to do. When I say it is up to the people, don't forget *I include WOMAN.*

DR. MORAS' AIM IN LIFE

R. MORAS' Aim in Life is *to enable people to get along without him.*

So true is this that the Chicago Medical Society and the American Medical Association have boycotted *Autology* on this one and only plea : *If "Autology" is allowed to get to the people, we, the doctors, are done for.*

So true is it that Dr. Moras' Aim in Life is to tell people how to get well and keep well *without him*, that the greatest mind and genius of the day proclaims this fact to the world without stint and without reward, adding " of all modern physicians no one has done more for Humanity than Dr. Moras."

Had the Doctor been cowardly enough to promise the Chicago Medical Society that he would discontinue allowing people to get *Autology* he would have retained his membership " *in good standing* " in that Society—because it would have removed their one and only objection to *Autology:* namely, *If Autology is allowed to get to the people, we, the medical fraternity, are done for.*

Any person reading *Autology* and failing to grasp the one truth that Dr. Moras' aim in life is to enable any and every one to effect their own cure,

without any extra expense for consultation by mail or in person, *is not* willing to use the brain which Nature placed in his skull.

I have always claimed, *what I am going to keep on claiming*, that every human is endowed with brain-matter, and *the only difference* between the brain-matter of one person and the brain-matter of another is neither money, nor education, nor luck, nor opportunity, but it is *the willingness to drive one's own brain-matter into self-knowledge, self-health and self-accomplishments.*

To instil into public opinion any belief to the contrary is to encourage *brain-laziness*. It is to place a premium on graft and fraud, and to boost the *sine qua non* and stock-in-trade of a certain type of physicians and surgeons which largely fattens upon the deluded and enslaved members of the Chicago Medical Society and the American Medical Association. If some there be who doubt this, there stands only a half-hour's reading between them and the unquestionable evidence that I am right. That evidence has just been published in this little book entitled *The Boycott of Autology*, with an introductory preachment by Elbert Hubbard.

—

I CAN not emphasize too strongly the fact that Dr. Moras does not want you to spend any money for consultation by mail or in person if you can possibly get along without it.

He always urges patients to earnestly heed the instructions so clearly and so fully and so minutely given in *Autology* and Natural Self-Treatment Instructions for all conceivable cases of chronic and acute ailments, before permitting them even to think of spending any money for consultation by mail or in person with him.

I can truthfully say that as a result of heeding the above advice, no less than 90 per cent of *Autologists* get along very nicely without incurring the extra expense of consultation by mail or in person ❧ ❧

But should you decide that you want to fill out the Consultation and Seven-Day Diet Report, please note the Doctor's following ironclad conditions:

First—You must fill out the blank and report carefully and minutely. I say *carefully* and *minutely* because Dr. Moras positively refuses to indulge in guesswork. He considers that the advice or opinion of any man, be he Physician or Surgeon, Lawyer or Preacher, Judge or King, which is based upon " I think " or " I believe," is not worth a pinch of salt to anybody. And yet, such *thinks* and *beliefs* fetch hundreds and thousands of dollars to the professions that utter them.

Second—Even if you should decide to avail yourself of the opportunity of consulting him by mail or in person, I wish to emphasize the fact that, with

the exception of very urgent, or acute, cases, the Doctor would rather not give any consultation by mail or in person to any one who has not conscientiously studied and practised Autology and Natural Self-Treatment Instructions for a reasonable length of time—even if that patient should offer to pay double the fee.

It may be of interest to you to know that with rare exceptions only one consultation with him by mail or in person is required in a lifetime by any person ready to use average intelligence and willing to do his or her share in securing the results desired

This fact is such a departure from what doctors and healers have accustomed people to that some may entertain a doubt about it, but that doubt will have no reason to linger in their mind when I state that it takes Dr. Moras on an average of four hours to give a consultation *to any patient for any ailment.*

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THE average physician and healer, because of his incompetency, will ask how can we get a fair day's pay for a fair day's work if we can see only two or three patients in a day? That question is a pertinent one and I will answer it and say right here: There are three things necessary before the physician can make it pay.

First—All incompetent doctors must drop out,

which is only proper and just, as *no incompetents should have the people's life and health in hand.*
Second—They must first educate the people that if it is worth thousands to the rich and hundreds to the poor to lose their appendix or tonsils or ovaries or other organs, as the operation may be, why should it not be worth as much, and, perhaps, a little more, to be taught not only how to save that organ from being cut out, but also to be told how to avoid ever getting that organ back into surgical shape?
Third—When a competent doctor gives competent advice, he may talk to a number of patients at the same time; and, after the entire profession has been educating patients for a number of years, the entire people will clamor for these very truths until they are proclaimed, if not from house-tops, at any rate from every school in the land.

—

PHYSICIANS will tell you that the people are clamoring for a medical cabinet, or, as they call it, a National Department of Health at Washington, which, believe me, will only mean that the doctors can then inject you with every known and *to be invented* vaccine, rot serum and bacterin without your having the right any longer to object to these blood-and-flesh polluting squirtings *even while you are still in good health.*
They will also tell you that the people want and

endorse these vaccines and operations, but I tell you right here that the people submit to them as animals go to their slaughter, because every other avenue of escape is cut off.

Does Dr. Moras not stand for a National Department of Health? He surely does stand for a National Department of Health, *but not* for a National Department *of Medicine*. Indeed, we stand for an International and Universal Department of Science, Health and Commonsense, and we care not if it be largely composed of physicians and surgeons so long as it is in the hands of men and women who are known to have no affiliations with any manner of so-called medico-scientific Tyranny.

¶ When the aforesaid three conditions are fulfilled, every competent physician will earn and receive more adequate pay and reward than is his today.

¶ This is one of the differences between Dr. Moras' consultation and those of other physicians. He has never departed from this nor from any principle said or implied in this pamphlet since the day he published *Autology*.

For these principles we have fought Mammon, Ignorance, Prejudice, Superstition, Malice, Misfortune, Persecution and worse.

The individual who writes to the Doctor that he is well and intends to stay well *by studying Autology alone, gives him as much pleasure as he who buys Autology and spends hundreds with him.*

Any one who permits a shadow to be cast aslant his cogitations upon reading these words is welcome to keep right on groping and rutting along with the medical profession whose methods of drugging and dead-bug injecting people are filling Hospitals, Sanitariums, Jails and Asylums.

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WHEN all is said and done it shall appear: that Dr. Moras has helped to formulate all knowledge concerning health and the prevention and the cure of disease into a simple arithmetical problem of addition and subtraction, in such a manner that even the dullest mind may bring itself to understand, by expressing it in the L-A-W-F of *Autology*—meaning Light, Air, Water and Food; to which must be added what these letters pronounce, namely: *Laugh*—for laughter is a faculty which makes us a different living thing from the beast and the plant.

When all is said and done it shall appear that he has endeavored to do his share to deprive Hospitals, Sanitariums, Jails and Asylums of their victims

That the doctors' and surgeons' plea that *if Autology is allowed to get to the people they—doctors and surgeons—are done for*, was a good one; for, it is the very same old plea which was used by Pluto, the President of the Hades Medical Association, when he implored Zeus to

serve a fraud order on Æsculapius because Æsculapius had invaded Pluto's bailiwick by teaching Health, curing Disease and raising the Dead; for, it is the very same old plea which was used to nail Christ to the cross some nineteen hundred years ago.

It will also appear on some of the saddest pages in history that the *medical* life-work of such earnest brains as Fenger's, Senn's, Mayo's, Koch's, Ehrlich's, Flexner's, etc., was repudiated and thrown down by science like a house of cards. For surgeons are building upon *Despair*, and bacteriologists are building upon *Garbage*.

When all is said and done it shall appear that Dr. Moras hath builded upon a truly scientific structure with the indestructible foundation-materials of Truth, Health and Commonsense.

Now that you have read the History of the Boycott of Autology, you understand that the one plea and the only plea upon which the American Medical Association and the Chicago Medical Society have Boycotted Autology is, as they say, *if Autology is allowed to get to the people, we, the doctors, are done for.*

HOW TO RAISE BRAINS AND MINDS

MEAN it just the way it reads —the way gardeners mean when they say, "How to Raise Plants and Flowers."

If you want to know "How to Live"—

If you want to know "How to Get Well"—

If you want to know "How to Stay Well"—

If you want to know "How to Keep Youthful and Useful and Brainful"—

If you want to know a hundred or more other "way-ahead-of-the-times" commonsensely helpful things for your own physical-self and mental-self GOOD, read *Autology and Autopathy*.

That is, Study Thyself, that you may know and understand How to Cultivate and Cure, as well as How to Fertilize and Improve, your Organs and Functions

That is, Cure Thyself physically. Cure your own brain-matter and mind and nerves, your own liver-matter and bile, kidney-matter and urine, your own stomachs and bowels; in a word, cure all

your own organs and functions with the identical same light, air, water, fruits, vegetables and other foodstuffs, etc., that have helped to make you sick, or deficient in other ways—because you have not made proper use of such things, etc., etc.

Autology chats with you about your own self, in ways that are unique and interesting, and it tells you things that you'd like to know about staying well and getting well; about "raising" high-grade brains and minds as well as first-class livers and bile, or kidneys and urine, or stomachs and juices, etc.

Autology is not merely a book which you can quiz and consult and listen to right in your own home or room or bed, but it is a book which imparts to your own mind the knowledge and understanding of the likenesses and differences between the good and the bad functions of all your organs and tissues and juices, in health and in sickness; a book which does not bother you with anatomy or physiology, or with theories and hypotheses, or with technicalities, etc.; but a book which contains a tang and a brand of more advanced, reliable, sensible, useful and utilizable information and advice than is obtainable elsewhere or in any other book or books. That 's saying much, I know. Yet, that does n't begin to tell you what value that book contains for you—whoever you be. Indeed, its value to you is priceless in and for any and all your conditions of

health as well as of sickness; in your retaining as well as in your regaining healthfulness, usefulness and happiness.

There is no theorizing or technicalizing in *Autology*. Every page of it is devoted to clear explanations and minute personal advice and instructions that vitally concern you during your hours of waking and sleeping, of working and resting, of eating and digesting, of thinking and pleasuring. And—mark this well—its advice is not general advice. It is individually "personal" and "special" advice. So very "individual" and so very "personal" and so very "special" that you can use each and every item of it as you can a pin, or a match, or a comb, or a string or a lead-pencil. In a word, *Autology* does not contain a bit of knowledge or advice that you can't use for your own purposes and good, as well as for others—including babies yet unborn. Just as an illustration: Suppose you are sick, or you are well—and you want to know the amounts and the proportions of the different kinds of foods and liquids and vegetables and fruits that you yourself should eat or partake of in order to get well, or remain well—or, what 's more, in order to develop your mind and brain or your child's or relatives' or friends', or to improve or restore any impaired or fagged-out function or tissue—or, what 's still more, if you want to know just what different kinds of food you can mix in your stom-

ach to secure best results, and which different kinds you should not mix in order to avoid undesirable results, for the present as well as for the future—just read *Autology and Autopathy*. It unfolds and spreads all those subjects before your eyes in a way and light that have never been thought of or utilized before, by any one else. It actually turns every thought and function, every food and drink, every piece of advice and information, every fluid or juice or slime, every notion of your mind—from head to foot, from marrow to skin—inside out, in a way that 's as clear as day; in a way that your brain can not fail to grasp and utilize in order to repair or renew or restore or improve your whole self or any parts of yourself to their youthful, useful and healthful states of well-being, well-feeling, well-looking and well-behaving.

TESTIMONIALS

AUTOLOGY: I say this is a book. There are men and men; but there is much difference. When it comes to measuring men by an ideal standard, there are but few; the same is true of books. *Autology*, by E. R. Moras, M. D., is a book. *Dr. J. H. Tilden*, Editor of *A Stuffed Club*, Denver, Colorado

We consider *Autology* one of the most wonderful books ever written.—"*Physical Culture*" *Magazine.*

I HAVE read *Autology* with care. It has been of unusual interest throughout. Your words on the power of environment agree with my experience exactly.
The whole work, from beginning to end, makes a splendid environment for producing active thought.
—*Luther Burbank.*

IF I were a Carnegie, I know of no way that I could get rid of my millions to better advantage than by placing a copy of *Autology* in every home in the United States. I believe the benefits would be greater than from all the libraries he has established.—*H. G. Sumner*, Passaic, N. J.

REGARDING *Autology* Mr. Frank Smith, of Richmond, Va., writes:

No book, in my humble opinion, will do more to decrease crime, strengthen virtue and add to the value and joy of living. The greatest book of any kind since *Progress and Poverty*, by Henry George

I will need ten copies as soon as the Club of Autologists is incorporated in this city.

At the meeting of the State Board of Education, which takes place some time this month, the date not yet fixed, but of which I shall be notified, I shall speak in favor of having the book adopted as a textbook in our *Public Schools*.

DR. MORAS has written a book that every man, woman and child owes to its intelligence to read and study. It is called *Autology and Autopathy*, which being liberally translated, may be construed, "He That Knows Himself May Cure Himself." While it is a "medical" book in the common acceptance of the term, *there is n't a word about medicine in the entire work*. But there is more hard commonsense, more information concerning the care of the body in health and disease, more advice about diet for brain, nerve and body-building, *than in the entire libraries of the world besides*. Ethically and professionally, the author of this really remarkable book stands

high, but the contents of the book are such as to place him high above his fellows, and it will stand as a monument to him after his professional record is forgotten. *The book is worth five hundred dollars to any man who cares for his own physical welfare, or the health of wife and babies.—The Dental Summary*, Volume 31, No. 5, May, 1911.

AUTOLOGY is without doubt *the Greatest Book since the Bible.* It is to the physical man what the Bible is to the spiritual man.

—*W. C. Fogg,* Santa Cruz, Cal.

DEAR Sir: I am not sick, have not been, nor do I intend to be. That is why I appreciate the truth of *Autology.*

I have tried to keep in touch with everything that assists me to know the secrets of perfect health and happiness, and I keep *Autology* on my reading-table, because it confirms my experience.

Sickness is not only unnecessary, but " a disgrace," and a result of sins committed against the laws of living matter. For those who are sick and really wish to know the secrets of perfect health, *Autology* contains them. Each word of your book contains the value of sound sense.

I have recommended *Autology* to my friends because with this book the druggist is obsolete, and if the truths of *Autology* were taught in every family the doctor would be forced to turn to a legitimate business for a living.

Autology shows clearly that most of the average man's conceptions concerning sickness and health are born of "downright ignorance." *Autology* is no fad. It is the whole truth about life and living matter written in a style with which there is no argument. I sincerely hope you sell ten million copies

I have never met the author of *Autology,* but I am your friend, because, as Mr. Hubbard says, you have written a "commonsense book," and while I know the why of health and disease I read the chapters of *Autology* again and again. The truth does not grow old. Sincerely,

Bernard Meador, Manager Circulation Department, *The Iron Age,* New York City.

HAD I only known ten or fifteen years ago of your truly wonderful work, which places humanity much in your debt, though comparatively few people may realize it now, it would have meant almost incalculable benefits to me directly and indirectly and spared the lives of those nearest and dearest who were sacrificed to

doctrines and treatment nothing short of medieval or even barbaric compared to the ideally advanced, lucid, commonsense and effective methods of properly maintaining life and health so ably set forth in your *Autology*.

It has often occurred to me in the short time I have known of your work (yet long enough to enjoy recurrent realization of its fundamental truths) how much better off the world would be today and tomorrow if the money for Carnegie libraries had been spent in advancing the cause of *Autology*.—From letter of *Harry C. Gamage*, Dated December 16, 1911, The Waldorf-Astoria, New York City.

TO obtain Body-and-Brain Perfection follow *Autology;* and, would you attain the like Perfection of Mind and Soul read *The Fra* and *The Philistine*—the two foremost magazines of Modern Times, indispensable *in the home* and compatible with every form of *true christian* religion.

I have had the privilege of knowing some great men and women, so this I know to be true: There are none who live, write and teach more truly christian principles—the Kind taught by Christ—than Elbert and Alice Hubbard.

Just write Elbert Hubbard, East Aurora, N. Y., to send you subscription blanks and his extra special list of beautifully bound books given gratis this month with *Fra* and *Philistine* subscriptions.

This notice of *The Fra* and *Philistine is not a paid advertisement* and is brought to your attention *without* the permission of Elbert Hubbard. I am only grasping an opportunity of furthering my one aim in life:

" To Help Others Help Themselves "

E. R. MORAS

To reach the top of health
don't put your faith in my treatment, and
don't make up your mind to give it a fair trial

Just put your faith in commonsense and make up your mind to give yourself a fair trial

AUTOLOGY is NOT on trial. YOU are on trial

AUTOLOGY is not a curing experiment, but you have been for doctors and others. Quit it

AUTOLOGY is a living fact. Live it—and rise up to the heights of health and brains

DOCTOR MORAS

Doctor Moras may be consulted by appointment *only,* made by letter, telephone, or telegraph. Terms upon request.

Do we want a National Department of HEALTH? Sure we DO —of Light, Air, Water and Foods

Do we want a National Department of MEDICINE? Sure we DON'T—of Drugs, Bugs, Squirts, Operations and Eye-crutches